



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/18 thru 04/24.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Apr 18, 2008

NATIONAL SUMMARY

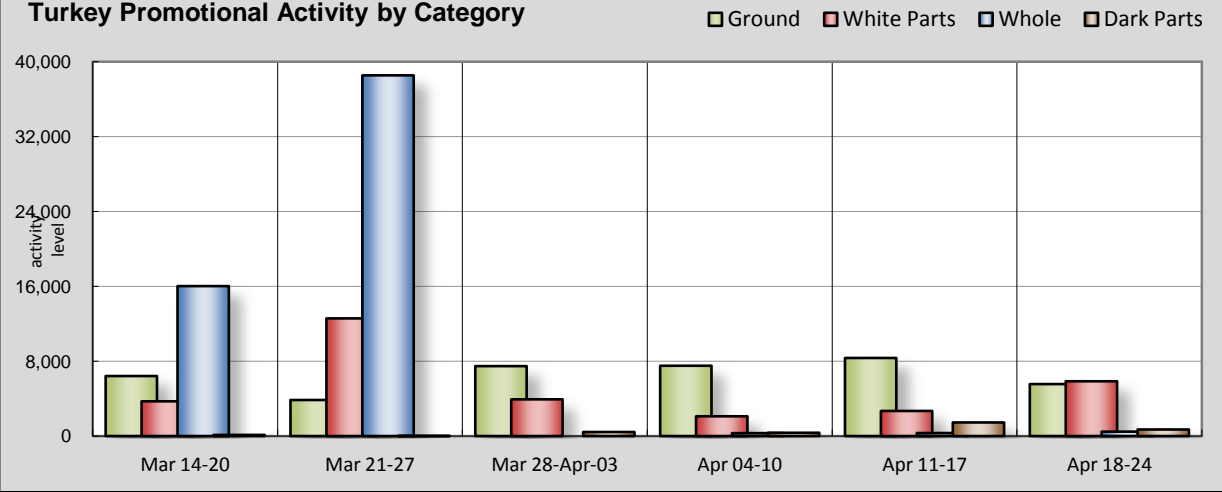
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	40.4% of 18,000 outlets		41.7% of 18,000 outlets		46.7% of 17,000 outlets	
Special Rate ^{4/}	4.3%		2.5%		11.0%	
Activity Index ^{2/}	14,310		13,830		13,530	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	10	1.29	20	1.39		
" - Toms			20	1.39		
Frozen - Hens	450	0.81	140	1.49	20	0.89
" - Toms	10	1.39	140	1.49	20	0.89
PARTS:						
Breast:						
Bone-in, whole						
Fresh	740	1.79	40	1.77	280	1.52
Frozen	460	1.74	590	1.61	170	1.10
Hotel Style						
Fresh	20	1.99			10	1.49
Frozen	120	1.79				
Split, bone-in						
Fresh	10	1.99	10	2.19	200	2.49
Rotisserie	700	8.03	440	8.12	930	7.65
Boneless, whole						
	50	3.99	190	3.95	20	3.64
Cutlets						
	1,690	4.33	520	4.57	970	4.19
Cutlets, thin sliced						
	230	5.25	100	4.99		
Strips						
	480	4.08	140	4.54	400	4.54
Tenders						
	1,350	4.18	650	4.37	730	3.85
Marinated Tenders						
	1,690	3.75	810	3.79	550	2.86
Drumsticks						
	300	1.56	450	1.15	700	1.38
Thighs						
			310	1.24	90	1.39
Wings						
	280	1.58	450	1.15	670	1.38
Necks						
	10	1.39	210	1.00		
Smoked Drumsticks						
	40	1.55	20	1.63	10	1.08
Smoked Wings						
	40	1.55	10	1.77		
Smoked Necks						
	30	1.49				
GROUND TURKEY:						
	5,550	2.68	8,340	2.59	7,590	2.68
Patties						
	870	2.79	570	2.57	820	2.73
Sausage						
	760	2.67	1,350	2.46	620	2.23
85% lean						
	990	1.99	1,910	1.87	2,510	1.81
93% lean						
	2,060	2.44	2,910	2.27	1,670	2.59
Breast						
	870	3.91	1,600	4.17	1,970	3.97
Rolls (frsh/frz 1 lb.)						
	50	1.17	230	1.63	170	0.99

Note: rolls not included in ground fresh ground turkey total and weighted average.

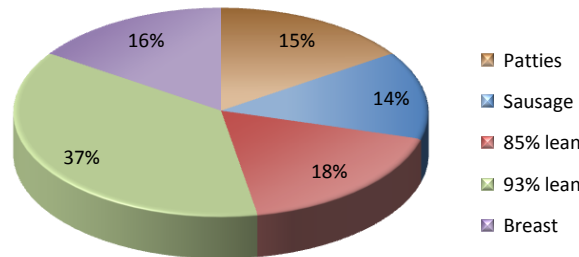
This Week's Turkey Feature Highlights

Fewer retailers run turkey promotions this week, but many stores are offering multiple turkey items. Fresh whole turkeys attract little attention this week. Frozen hens are more available and prices are very attractive while frozen toms are almost non-existent. White parts are the most popular category this week. Bone-in whole breasts are more available and average prices are higher. Rotisserie breasts are widely available and offered in all three regions this week. Offers on cutlets, tenders and marinated tenders are very active with prices sure to attract buyer interest. Offers on fresh dark parts retreat and prices are sharply higher, however smoked parts receive more ad space and prices are lower. Ground turkey promotions haven't been this slow since Easter. Advertised prices are generally higher, although ground breast prices are very attractive.

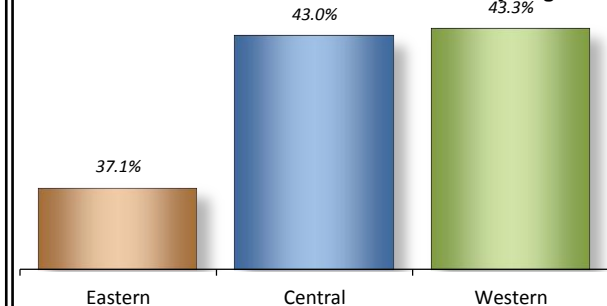
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Feature Rate by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY)		
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}	37.1% of 8,100 sampled outlets 4.4% of stores w/ no-price promotions Activity Index = 6,370			43.0% of 5,650 sampled outlets 5.0% of stores w/ no-price promotions Activity Index = 4,010			43.3% of 4,250 sampled outlets 3.3% of stores w/ no-price promotions Activity Index = 3,880		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	1.29	10	1.29						
" - Toms									
Frozen - Hens				0.79 - 1.39	450	0.81			
" - Toms				1.39	10	1.39			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.99 - 2.49	590	1.79				1.79 - 1.99	150	1.81
Frozen	1.27 - 1.79	210	1.63	1.48 - 1.99	200	1.79	1.99	50	1.99
Hotel Style									
Fresh	1.99	20	1.99						
Frozen	1.79	120	1.79						
Split, bone-in									
Fresh	1.99	10	1.99						
Rotisserie	6.99 - 9.99	370	8.37	5.69 - 7.99	200	7.45	7.99	130	7.99
Boneless, whole				3.99	50	3.99			
Cutlets	3.99 - 4.59	610	4.35	3.00 - 3.99	280	3.54	4.54 - 4.99	800	4.58
Cutlets, thin sliced	3.49 - 5.49	230	5.25						
Strips				3.57	230	3.57	4.54	250	4.54
Tenders	2.99 - 3.99	50	3.67	3.57 - 3.99	310	3.67	2.79 - 5.49	990	4.37
Marinated Tenders	3.49 - 4.26	940	3.93	2.21 - 4.26	320	3.41	3.19 - 4.26	430	3.60
Drumsticks	1.29 - 1.59	290	1.57	1.39	10	1.39			
Thighs									
Wings	1.49 - 1.59	270	1.59	1.39	10	1.39			
Necks				1.39	10	1.39			
Smoked Drumsticks	1.49	20	1.49	1.49 - 1.69	20	1.61			
Smoked Wings	1.49	20	1.49	1.49 - 1.69	20	1.61			
Smoked Necks	1.49	20	1.49	1.49	10	1.49			
GROUND TURKEY:									
Patties	2.49 - 2.99	490	2.78	2.50 - 3.00	380	2.80			
Sausage	2.40 - 2.99	260	2.67	2.05 - 3.00	500	2.67			
85% lean	1.19 - 1.99	310	1.56	1.54 - 1.99	370	1.94	2.49	310	2.49
93% lean	1.45 - 2.69	1,280	2.29	2.00 - 3.00	390	2.71	2.39 - 3.19	390	2.69
Breast (99-100% lean)	2.99 - 4.30	250	4.01	3.69 - 4.39	240	4.33	2.79 - 4.00	380	3.58
Rolls (frsh/frz 1 lb.)				1.00 - 1.39	50	1.17			